

# KAUR now Sioux Falls' sole rock album station

By Connie Everson

Staff writer

KAUR, Augustana's radio station, is now "one of a kind" in Sioux Falls, according to Brian Bonde, KAUR general manager.

The distinction of being the only album rock station in Sioux Falls grows out of a recent format change at the Sioux Falls radio station KKRZ (Z93). On Nov. 10, Z93 changed from an album rock format to a hit-oriented radio station.

According to KKRZ's general manager, Randy Holland, the decision to change their format grew out of four months of research by a Chicago consulting firm.

"After they were here, they helped us reach the conclusion that a tighter play list was the way to go," Holland said.

As an album rock station, Z93 was reaching a listening audience of 18-24 years old, according to Holland. Now as a hit-oriented station, Z93 will try to expand their target audience to

those 16-35 years old.

"This change can only be good for KAUR," said Ken Mills, who, as a student, helped establish KAUR ten years ago and who is a member of the KAUR advisory board.

"Record stores are concerned; they are looking to KAUR much more for new music, new artists and new ideas in terms of what is out in music."

Mills is now programming director at KKRC/KIOV radio in Sioux Falls.

Bonde sees KAUR as even more than the only album rock station. Bonde said, "We are a total album station. We have a firm commitment to jazz seven hours every afternoon.

"We are a viable alternative that is necessary. We provide information and service, not only to Augustana, but to Sioux Falls as well," he stressed.

Holland said that Z93 will still be playing rock music: "We are just being more cautious about what we play, but we are still a rock station.

"The response we have gotten from our listeners has been very positive about the change," said Holland. "The people that listened before, we hope, will give us a ten-day trial, at least.

"We think they will like it. From audience research, we are playing the music the majority of people want to hear," Holland said.

Bonde says that the change at Z93 had a positive effect on KAUR. "During a rock show we would usually receive 10 to 12 requests. In the Wednesday night show I did after the change I received 37 requests.

"We have had nothing but good response," Bonde said. "People are aware of KAUR now."

## Reagan, civil rights

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accused the Reagan Administration of creating nuclear war as a viable option substituting mineral rights for rights, using food as a weapon against repressive regimes.

Voting Rights Act of 1965 is due for congressional renewal in 1982. Bond said the Reagan Administration is in a backdoor repeal of the act which would strip minorities of their rights.

any, many ways," Bond said, "the